

全国商务英语研究会推荐教材

商务英语系列丛书

新编

商务

英语

写作

Business Writing

2

总主编 虞苏美
主 编 张春柏



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新 编 商 务 英 语 系 列 丛 书

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写作

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内容提要

《新编商务英语写作(1~2)》为“新编商务英语系列丛书”之一。第1册为“基础英语写作”,该册内容涵盖选词、造句、段落的写作以及各类体裁文章的写作。第2册为“商务英语写作”,内容分为商务文件的写作和公司内部的报告和合同写作等。本教材适用于商务英语专业的学生。

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前 言

《商务英语写作(1)、(2)》自2000年8月初版以来,在不少学校用了多轮,广大专家和读者对本书提出了许多宝贵的批评和建议。这些批评和建议,集中到一点,就是本书的语言有些偏难,学生不易理解。据此,我们对本书进行了修订。

《商务英语写作(2)》的体例基本上没有什么变化。所作的修改可用“一减一增”来概括。“一减”是减掉了原来较为晦涩难懂的说明和例句,由于篇幅关系,每课后面的 **More Samples** 部分则一概删掉,而增加的则是少量中文说明。限于原书的框架,没有对本书做伤筋动骨的“改造”。所以,本书远没有改到“面目全非”的地步。

本教材的教学目标也没有改变,所以教师可以按既定的教学计划实施教学。相信本新编版能更加贴近高等职业学校、高等专科学校和成人高等学校英语专业的实际,更加方便广大师生的教学。当然,由于种种限制,本书远远没有达到理想的程度。事实上,任何修订都可能引起新的问题。因此,我们热切地希望广大专家和读者对本书提出新的批评和建议,以便我们进一步改进。

编 者
于华东师范大学
2005年12月

Contents

Unit 1	Elements of a Good Business Letter	1
1	What Is a Good Business Letter?	3
2	The Layout of a Business Letter	5
	Exercises	24
Unit 2	Promotion Communications	29
1	What Is a Good Sales Letter?	31
2	Selling a Product	35
3	Selling a Service	38
	Exercises	41
Unit 3	Request Letters	45
1	What Is an Effective Request Letter?	47
2	Requesting Detailed Information About an Advertised Product	50
3	Requesting Information About Availability of a Product	53
4	Requesting Information About an Advertised Service	56
5	Requesting Information About Discounts	58
	Exercises	61
Unit 4	Response Letters	65
1	Responding to Requests for Detailed Information About an Advertised Product	67
2	Responding to Requests for Information About an Advertised Service	71
3	Responding to Requests for Information About the Availability of a Product or Service	73
	Exercises	79

Contents

Unit 5	Special Request Letters	83
1	Asking for an Appointment	85
2	Asking for Advice	88
3	Asking for Free Products	90
4	Requesting Reproduction Franchise for Commercial Use	93
	Exercises	96
Unit 6	Responding to Special Request Letters	101
1	Responding to Requests for an Appointment	103
2	Responding to Requests for Advice	106
3	Responding to Requests for Free Products	109
4	Responding to Requests for Reproduction Privileges for Commercial Use	111
	Exercises	115
Unit 7	Letters from Customers to Suppliers (I)	119
1	Placing an Order	121
2	Canceling an Order	123
3	Thanking a Supplier for Service	126
4	Complaining About Unsatisfactory Services or Products	129
	Exercises	139
Unit 8	Letters from Suppliers to Customers (I)	145
1	Informing a Customer About the Shipment of Goods	148
2	Informing a Customer That You Are Unable to Fill His Order	151
3	Thanking a Customer for an Order	154
4	Expressing Gratitude for Support	157
5	Explaining/Apoloising for Problems	159
	Exercises	176

Contents

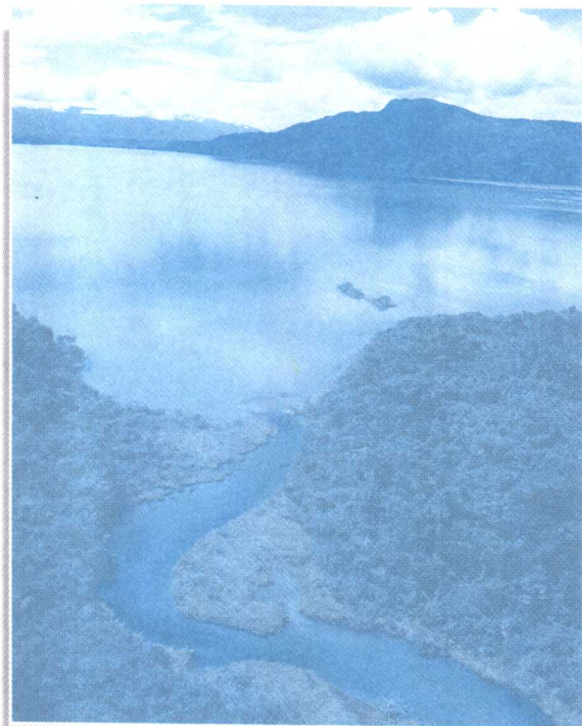
Unit 9	Letters from Customers to Suppliers (II)	181
1	Asking for Permission to Return Purchased Goods	183
2	Asking for Easier Payment Terms	186
	Exercises	194
Unit 10	Letters from Suppliers to Customers (II)	197
1	Responding to Requests for Permission to Return Purchased Goods	199
2	Responding to Requests Concerning Payment Discount	202
	Exercises	211
Unit 11	Collection Letters	215
1	Elements of Persuasion in Collection Letters	217
2	Types of Collection Letters	219
	Exercises	230
Unit 12	Interoffice Letters (Memorandums)	233
1	Formal and Informal Memorandums	236
2	Request, Confirmation, and Procedural Memorandums	238
	Exercises	247
Unit 13	Employment Communications	251
1	Writing Job Application Letters	253
2	Writing Résumés	255
3	Writing to Job Applicants	259
4	Accepting and Declining a Job Offer	262
	Exercises	264

Contents

Unit 14	Business Invitation and Responses	267
1	Writing an Invitation	269
2	Making Responses to Invitations	273
	Exercises	277
Unit 15	The Writing of Advertisements	281
1	Advertising and English Advertisements	283
2	Linguistic Features of Advertising English	286
3	Practice of Copywriting	301
	Exercises	306
Unit 16	Classification and Structure of Business Reports	309
1	Classification of Business Reports	311
2	Basic Elements and Structure of Business Reports	313
	Exercises	328
Unit 17	Procedures of Writing a Formal Business Report	333
1	Determining and Defining the Topic	335
2	Collecting Data	336
3	Presenting Findings and Analysing the Report Problem	336
4	Presenting a Conclusion	342
5	Making Recommendations and Anticipating Effects	343
6	Writing Style	344
7	Different Types of Business Reports	348
	Exercises	361

Contents

Unit 18	Business Contracts	367
1	Types of Business Contracts	369
2	General Principles in Writing and Understanding a Business Contract	377
3	Components of a Business Contract	379
4	Relevant Laws	389
5	Stylistic Features of Business Contracts	391
6	A Sample of a Contract	394
	Exercises	404
Keys		405



1

U N I T

Elements of a Good Business Letter (如何撰写商务信函)

Business, as a kind of human communication, is often conducted in writing. Traditionally, the most common form of commercial correspondence is the business letter.

Every business letter is written for a specific purpose. Normally, business letters perform three functions. Some are designed to influence readers' attitudes and actions, including sales letters for promoting products or services. Some of them, such as those which give responses to request letters, place orders, or make complaints, are intended to inform the readers, and others are prepared to entertain them, that is, to establish good relationships with them and/or convey goodwill to them. Many business letters combine two or three functions. In short, business letters are used to keep business going smoothly, efficiently, and productively.

With the rapid development of modern information technology, fax and e-mail are increasingly used by most companies. As variations of the business letter, they will be introduced at the end of this unit.



撰写商务信函是一种最常见的商务活动,也是从事商务活动的一项基本功。通常,商务信函有三种功能:(1)影响对方的态度和行为,如促销信函;(2)告知对方相关的情况,如答复对方的询问;(3)与对方建立并保持良好的关系。

What Is a Good Business Letter?

1

(商务信函的撰写要点)

The writing of effective and productive business letters is an essential skill for any individual working in a company. Different business letters about the same issue might bring about different results. Therefore, it is of vital importance to master the skill of business writing. The first step is, needless to say, to know the basic elements of a good business letter. There are five C's principles for a good business letter, namely, (1) Clarity, (2) Conciseness, (3) Courtesy, (4) Completeness, and (5) Correctness.



撰写商务信函,应遵循“5C”原则。所谓“5C”原则,即一封出色的商务信函应具备5个要素,它们以5个首字母都为C的词来表示,即 Clarity, Conciseness, Courtesy, Completeness, Correctness。

1.1 Clarity (意义明晰)

Above all, the business letter must be clear and easily understood. If your letter is ambiguous or vague, it might bring trouble to yourself as well as to your readers. While

presenting an idea, you need to follow a clear logic. To avoid ambiguity or vagueness, the writer should also use simple and accurate words, and short and clear sentences.

商务信函的意义务必清晰明了,切忌含糊其辞。具体而言,必须:(1)逻辑清楚;(2)用词简单、准确;(3)使用简单的句子。

1.2 Conciseness (用词简洁)

In an effective business letter, every word, sentence and paragraph are important. In other words, your letter should be concise, excluding unnecessary words and complicated business jargons. A wordy letter will waste time on both sides. If necessary, however, conciseness might be sacrificed for courtesy.

有效的商务信函行文简洁,字字珠玑。应尽量避免使用复杂难懂的商业术语。当然,有时为了礼貌,客套也是难免的。

1.3 Courtesy (礼貌周到)

The principle of courtesy requires one to be thoughtful and polite in writing a business letter. If you put yourself in the reader's shoes, considering his or her desires, problems and emotions, your letter will most probably be appreciated. More often than not, punctuality is stressed as an important aspect of courtesy in business correspondence. A prompt letter is always more valued than a delayed one.

礼貌原则要求撰写信函要及时、考虑对方的困难、愿望和感受,以礼待人。

1.4 Completeness (信息完整)

Like any other letter, a good business letter should be complete, providing all the information and data necessary for a specific issue. If any necessary information is lacking, the reader will have to ask you for clarification, which means that you will have to write another letter. It will not only waste time, energy and money, but also damage the image of your company.

商务信函应向对方提供充分的信息和数据。

1.5 Correctness (语言正确)

It goes without saying that the business letter should be linguistically correct. Incorrect

grammar, improper punctuation, and wrong spelling are not appreciated. Besides, the letter should be written in an appropriate style and format.

Evidently, a company will leave a very favourable impression on its customers and work with high efficiency if all its business letters are clear, concise, courteous, complete and correct.

商务信函在语言方面应该是正确无误的,不允许出现语法错误、拼写错误以及不恰当的标点符号。

2 The Layout of a Business Letter (商务信函的格式)

While writing a business letter, you need to follow the conventional, established format or layout. Normally, a business letter, like a formal personal letter, contains the heading, the inside address, the salutation, the body, the closing, and the signature. Occasionally, a letter may also include special notations.

商务信函,和正式的私人信函一样,包括信头、信内收信人地址、称呼语、正文、结束语和签名。有的信函还有某些特殊的标注。

Study the following two samples:

Sample 1

Situation: William Jones, an Englishman is thinking of purchasing a quantity of commemorative coins (纪念币) that have been advertised in China Today. In order to get more information about the coins, he has sent a letter to Sales Manager of China National Pearl, Diamond, and Gem Import and Export Corporation.

26 Cowpepper Road, Jericho
Oxford OX2 6DP England
July 9, 2004

Sales Manager
China National Pearl, Diamond, and Gem
Import and Export Corporation
30 North Dongdan Street
Beijing 100020 P. R. China

Dear Sir or Madam,

It is my pleasure to inform you that I am interested in the gold and silver commemorative coins issued by the Palace Museum (Forbidden City) that you advertised in *China Today* in May 2004.

Please send me a free catalogue of the commemorative coins. I would like to study the detailed information and the prices before sending you an order.

Best wishes!

Truly yours,

William Jones

Sample 2

Situation: Snowflake Air-Conditioner Co., Ltd. a manufacturer in Sichuan Province, considers attracting investment from a British enterprise called Powermaster Tool Corporation. They have decided to invite the investment director of Powermaster for an on-spot inspection (实地考察). So the general manager of Snowflake has written a letter to him.

Snowflake Air-Conditioner Co., Ltd.

6 Shengli South Road, Yongchuan
Sichuan Province 632160 China
Tel.: 086814 - 883888 Fax: 086814 - 88388

August 30, 2004

Mr. David Parks
Investment Director
Powermaster Tools Corporation
3 Winnall Manor Road
Winnall, Wichester

Hampshire SO98 4HJ U. K.

Dear Mr. Parks,

Thank you very much for your letter dated July 9, 2004.

We have discussed your proposal and decided to invite you to come to our company for an inspection with a view of joint venture. We are convinced that after the field trip you will be more confident about our cooperation in the future.

When you decide when to make the trip, please inform us of your schedule so that we can reserve a hotel room for you.

Enclosed are a map of Yongchuan City and a plan (平面布置图) of our company, which might be helpful to you.

Look forward to meeting you in Yongchuan City.

Yours sincerely,

Li Xiangnan
General Manager

Encl: The map and the plan mentioned above.

Sample (1) is a letter written by an individual. In the plain stationary, the writer provides his own heading — his address and the date when the letter is written, as he would do in a formal personal letter. The heading may also be placed at the upper right corner. Sample (2) is written on a letterhead stationary, where the heading, the address of the writer is printed, and the date of the letter is written at the top centre of the space below the address. Also, Sample (2) contains an enclosure notation, which indicates relevant materials in the envelope. The two examples have the same format. Now let us study them in greater details.

2.1 Heading (信头)

As we have learned, the heading is often omitted in an informal personal letter, but is typed or hand-written in a formal personal letter. The heading of a business letter is like that of a formal personal letter. It normally consists of the letterhead and the date line. The

letterhead, different from that of a personal letter, is professionally designed and printed on the stationary, not merely to save the writer some time, but also to convey a favourable image of the company concerned. The letterhead contains the name of the company, printed in big letters, plus the full address of the company, typed in small letters. Many letterheads also include the telephone number, the fax number, and even the e-mail address of the company.

The date line is just below the letterhead. The date may be written at the left, at centre, or the right of the line.

商务信函的信头与正式私人信函一样,包括信头和日期。许多商务信函使用公司专用信笺,印有公司名称、地址,甚至电话号码、传真号码和电子邮箱。写信人只需写上日期即可。

Look at the following examples:

Sample 1

Ya De Industrial Corporation

6 Jiefang Rd. (S), Dezhou Shandong Prov. 253006 China
Tel: 086534 - 2641318 Fax: 086534 - 2641317 E-mail: sale@yeda.com.cn

January 14, 2004

...

Sample 2

Rabo Robeco Bank (Switzerland) Ltd.

16 chemin des Coquelicots, Case Postal, CH - 1212
Geneva 15, Switzerland Fax: (41) 22 - 341 - 1392

4 May 2004

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